BJ
1581
.W65

Class BJ1581
Book W65
Copyright No.

COPYRIGHT DEPOSIT.

THE CALL OF LIFE

BY

WM. L. WHITE

219
1784

THE CALL OF LIFE

By WM. L. WHITE, B.S., M.E.

BIRMINGHAM, ALABAMA

Copyrighted 1922

BJ1581
.W65

©CIA693664

WM. L. WHITE

THE CALL OF LIFE

By WM. L. WHITE

Published by
A. H. CATHER PRINTING CO.
Birmingham, Alabama

CONTENTS

Chapter		Page
(1)	Everybody Has a Calling	9
(2)	What is your Hobby?	12
(3)	A Vision of Life	20
(4)	Seeking an Education	24
(5)	Guard Your Habits	31
(6)	Believe in Yourself	33
(7)	Ambition is Necessary	37
(8)	Be Enthusiastic	39
(9)	Responsibility Makes a Fellow	43
(10)	Four Trouble Chasers	46
(11)	Let Your Conscience Cast the Deciding Vote	50
(12)	Develop your Talents	52
(13)	Association Moulds Character	56
(14)	The Triple Problems	58
(15)	Resolutions, Maxims or Mottoes	62
(16)	Time for Action	75
(17)	Whittling the Pegs	77
(18)	Always Busy	79
(19)	Twentieth Century Opportunities	82
(20)	A Nerve and a Shingle	86
(21)	Statesmanship as a Calling	88
(22)	Benefits of Hobnobbing	89
(23)	Blazing the Way	92
(24)	Shoulders Together	93
(25)	Constructive Criticism	94
(26)	Choosing a Name	95
(27)	Jumping the Hurdles	99
(28)	Plan your Life	101

OCT 26 1922

PREFACE

Having been out of college six years struggling in the college of life, the business world, and taking an interest and an active part in the Boy Scout movement, the Y. M. C. A., the fraternal and church world, civic and political life, and being deeply interested in human nature and particularly the young life of America, I have caught an inspiration on this the 8th day of May, 1921, when this book is started, being my 26th birthday; to pen my efforts together with the hopes that I may at least scratch the surface on the vital subject of "The Call of Life" whereby some seeking fellow may be benefited by my little experience.

There are literally thousands of boys, girls, men and women, who are continually changing jobs, never contented or satisfied. The big reason for all this changing is that most of them have never found their calling or big asset in life, and are not properly placed. They are simply round pegs in square holes or square pegs in round holes.

This subject embraces an unlimited magnitude and vibrates with most wonderful and serviceable opportunities, and if America and hu-

manity expect to reach their high standards of life, a diligent study must be made of this problem, with the object in view of devising a constructive solution whereby the rising generation can take hold and find its call.

Having found my calling early in life, I dedicate this book to my Father and Mother, who made it possible more than anyone else and who purposely paved the way whereby a mere lad could discover his big asset, find his call and begin to plan his life's work.

WM. L. WHITE,
Birmingham, Ala.

THE CALL OF LIFE

CHAPTER 1.

EVERYBODY HAS A CALLING

From childhood almost up to the present time I have been taught and led to believe, (not by any particular school, church, individual or parents), that the only people in the world that have a calling are the preachers. This idea and belief, which drifted into my mind and stuck, probably is due to the fact that from childhood even on up to the present time I have been hearing sermons by preachers who included among other things, the way they were called to preach.

Now, what I am saying about the preachers is no reflection on them or their profession, because I am a firm believer that they are called. The point I am driving after is that everybody is called and that there is a call to every profession.

The doctor, lawyer, engineer, teacher, man or woman of every profession is called, and each in his respective profession should consider his calling as the preacher does his; that is, in a more conscientious way and become fully convicted.

God has so endowed us with talents, instincts, and with a conscience, whereby we can detect our calling in life, and if people would only heed their convictions or callings, regardless into which profession it led them, there would be fewer failures in life and a happier humanity.

One of the saddest things in life today, and a thing which we see ten thousands of times every time we look around, is men and women in middle life, yea, some toddling near the edge of the grave, who are groping their way in darkness in this world, when it comes to being in their right sphere of work, some of them having spent their three score and ten years in this world without having found themselves. This is a wasted life and if only these people could have found their calling in early life, when their potential possibilities were unlimited, how much more pleasure and enjoyment would they have gotten out of life. They could have given more and been a larger benefactor to their associates, family, neighborhood, town, and to the world, and within all probability the world would have been advanced centuries had all this wasted effort of all the misfits been collected and properly utilized.

The pity of the situation is that in early life so many boys and girls choose to follow the road of the least resistance. They may have jobs which are paying fairly well and at the same time they have convictions and a magnetic impulse that tells them all the while that they should be following another profession, and in many instances they are not really satisfied with their present job, but rather than to pay the price in order to fit themselves for the new profession wherein their life call lies, they stay in the rut

and continue to draw their apparently handsome salaries, and in later life find themselves dissatisfied and constantly making changes all along, and at the end of their life's journey, are not able to show where they have multiplied the talents with which they had so generously been endowed.

The hireling spirit is exemplified too frequently in all walks of life. The person who practices such a habit will soon drift to his level in the lower strata. If he were not blinded to the fact, he would see the error of his way, and realize that success is never found on that road. To have a job or position and to state that, if it just were not for making the money you would quit it, is the heighth of foolishness. We must learn to adapt ourselves to new conditions and environments, banishing all thoughts which border on the hireling spirit, and remember that promotion comes to those who love their work.

If you have found the job or profession which fits your talents and wherein your interests are focused, and if you are contented with your work, you should consider it your calling, and ever be on the guard to defend it as such, and guard well your station and play your game with joy. While you can be contented, you should never be satisfied until you have gone to the top in your profession, and remember that success is not success until you have put your all in the proposition with which you are connected.

CHAPTER 2

WHAT IS YOUR HOBBY?

Everybody has one or more hobbies, some are outstanding more than others, and some have been pursued and developed more than others, but to bring it down home, have you thought, "What is your hobby?"

Yes, boys have hobbies too. Just as I started this story one of my Boy Scouts came into my office and I asked him what was his hobby. He immediately replied, "Flying kites." He said, "Give me a kite and enough cord and I would fly kites all day." This boy was exactly right because he veritably enjoys flying kites and has the reputation of being the best kite flyer in his part of the city.

It very frequently happens that a boy carries his hobby on to manhood and in many instances develops it into a profession and thus makes his living. Of course, when a hobby develops into a profession, generally speaking, it ceases to be a hobby and other hobbies are gradually but unconsciously, acquired by such persons.

In reflecting back over my childhood days, I picture a brother of mine who was a "dead" throw at birds and rabbits with a rock in his hand and with bullets in his sling shot. There were several large oak trees in our yard which, of course, was a tempting foraging and chatter-

ing place for "blue jays," but if one ever escaped from this land of milk and honey, where acorns were so abounding, without a broken wing, shattered leg, or tailess tail, he was thankful and always remembered that feasting on acorns in our neighborhood could only be done with any degree of safety in the early morning or while the boy with the sling was in school.

Today this same brother who in youth was such a terror to the "blue jays," has reached his twenty and eighth year and while he has put away the sling shot, only to substitute a six-shooter pump shot gun. His profession is not hunting, and you could not say he is a fanatic on it, because he is not, but hunting can well be defined as his greatest hobby and from such he derives much of his pleasure.

The hobby of one of my boyhood chums was playing doctor. He had gathered all of his mother's empty medicine bottles, as well as a few that were not empty, and established his office and drug store in a large goods box out in the back yard. All spare hours were spent in this drug store making and mixing medicines and experimenting on the lower forms of animals. Quite often death would appear in a mysterious way among the dogs, cats, and chickens of the surrounding neighborhood, and had an autopsy been made of the victims, no doubt many a rod would not have been spared from the young boy doctor. This same young boy doctor carried his

hobby with him to manhood and after having graduated from one of the leading medical colleges of our nation with the highest distinction, he is now a sure-enough doctor giving sure-enough medicine to sure-enough people.

Did you ever see a five passenger "flivver" in which only two persons were allowed to ride at one time? And it was a taxi too. Being in a certain little town one time and having finished my business by noon, I was anxious to run over to another little town thirteen miles away, in order to make quick railroad connections for home. Upon inquiry for a taxi I was told that the rural free delivery man ran a public car and that he would be in within a few minutes off his route. About the time I was well anchored around the village postoffice up-tooted the carrier in his Ford. His services were immediately acquired and in a short while we were measuring our first link of the thirteen mile journey. As soon as I got into the car I saw a double-barrelled shotgun standing at an angle of forty-five degrees on the left of the chauffeur. Of course, in an instance several reasons why the man would be carrying a shotgun flew across my mind. Apparently, at first, the most logical one was that he was a mail carrier and therefore carried a gun for protection. My boylike inquisitive nature caused me to ask, "Why the gun?" The friendly driver said he always carried his gun to shoot partridges and that his thorobred bird dog always occupied the

back seat of his car. In casting eyes to the rear I saw the intelligent-looking dog lying in his reserved seat and of course the question of "Why the gun?" was completely solved.

It was only a travel of a few minutes longer with a little conversation along hunting lines, mixed in with a practical demonstration—as a large covey flew across the road in front of us, until I was convinced beyond any doubt that this rural mail carrier's hobby was hunting and shooting birds. Like all good scouts, he was "always prepared," having dog and gun at his side, at a moment's notice could enjoy the hobby of his life,—bird hunting.

We should not judge people too quickly. Outward appearances, first introductions and informal introductions can greatly fool the best judge of human nature sometimes. While traveling once I got off a train at a large railroad station about two o'clock in the morning, and as I entered the depot, and was sitting down, a slouchy clad looking lad nearby asked me what time certain trains went to certain places. Some of his questions were apparently quite foolish, so naturally I concluded at once that probably his question box was " full of nuts." As I nodded along in dreamland for an hour or two waiting for connections with a belated train, this lad continued his end of a conversation at intervals, but on account of not having slept any the night before and none up to that time that night, I simply

ignored him and continued trying to saw wood.

He finally switched his conversation and attention to a pencil and notebook and after a few minutes dilligently manuveuring with the pencil, he handed the notebook to me and to my surprise he had sketched a picture of a beautiful young lady. It was a complete drawing and looked as if it was the production of a finished artist.

At once my thought and interest were centered upon the lad and though he was slouchy clad, I discovered that he was a natural born artist, and while farming was his profession then, drawing was his hobby, I reflected that some day I hoped to see this diamond in the rough sparkling as one of the world's great artists.

Here is a fellow who makes his living by manufacturing railroad crossties on a large scale, but his "pet Ford car" is his hobby. In traveling forty-five miles through the country with him on business once, the major portion of our conversation was about cars or I should say he "had the floor" most of the time singing praise to Henry; in fact, he was so enthusiastic and untiring in his lauding of Henry's machine that I began to wonder whether or not he was a paid mouthpiece to spread propaganda for this popular little car, which in reality needed no further advertising.

In my departure I was advised by this genteel crosstie man that if I ran across anybody who wanted to see a fellow that truly loves a

"Ford" just send him down his way. I cannot only honestly recommend this fellow as one who loves a "Ford" but as one whose hobby is his "Pet Ford."

In practically every little town and in nearly every suburb of cities there is always from one to a dozen men whose hobby is politics. They are not always interested directly; that is, they hardly ever run for an office, but they covet the honor and privilege if such it may be termed, of dictating the local politics. They are always found on the front seats if not in the chair presiding at all political meetings secretly or openly, and when in such a role they are in the heighth of their glory, because they are practicing their hobby in a one hundred per cent fashion.

The political ring leaders only run for an office after they have succeeded in laying aside enough of this world's goods to assure them of a fat living, because their experience indirectly in politics has taught them that there are very few political offices that pay a man a living these days when so much has to be spent in acquiring the office. So in practicing their hobby they generally put their friends in the forefront and they themselves stay in the background, and steer the "old political ship as the campaign storm rages."

Most everybody knows many people, big, little, old and young, whose hobby is either baseball or football, but here is a fellow whose hobby

of hobbies is playing croquet. This croquet shark happens to be a bachelor of fifty-five and he is a merchant by profession in a splendid little over-grown country town. He goes to his store six days in the week and opens up in the same manner as he has been doing for the past thirty years, but practically all of his time is spent on the croquet grounds, which has been provided on the outside of his store, rather than staying in his store and dispensing merchandise as in days gone by and he has no clerk on the job either. In other words, as a result of playing croquet, this man's large stock of goods is scattered all over the house, nothing being in its proper place. He has driven many of his customers off and his business is going to pieces, and it is only a question of time when he will be one of the "has-been" merchants of his town. While it is true this particular fellow, who has already made his fortune, can afford to practice his hobby almost day and night, and in fact allows it to put him out of business completely, it is indeed a bad idea and by no means a fit example for young people. When a hobby begins to get the best of any of us, it is high time a little will-power be brought into action, and resort to our hobby in a sound and sane way.

There are hundreds of thousands of boys and girls today who have little hobbies that need to be encouraged for development as they approach manhood and womanhood. Many of these hobbies are pursuits along the line which the boy

or girl is most talented and skilled and if properly coached can easily be merged into a life profession.

If we expect to stop this haphazard way of people finding their field of work and prevent so many round pegs from getting into square holes and vice-versa, we must get at the foundation by giving particular attention to the youths of our land and help them work out their vocation.

It is not always true that a childhood hobby can be developed into a manhood profession, but in many cases it can—if properly coached.

Every father and mother should give close attention to the traits and talents, which their child may have, and for instance, say a boy likes to build wagons and play with amateur machinery, and wishes to build his own shop, though it may be nothing more than a goods box, he should be encouraged with his hobby. The chances are that manhood will find him studying engineering at college and the world may be given a great engineer.

One great advantage of a manhood hobby is the diversion and change of mind which the practice of such a hobby will give to a business man, all of which is necessary and beneficial in order to enjoy a well rounded life and career.

Every person whose hobby is only practiced to a nominal degree, should revive it, coach it, practice it, and enjoy it more, and when this will have been done, you will find yourself pursuing your regular profession in a more vigorous way, and life will be brighter all the while.

CHAPTER 3

A VISION OF LIFE

The trouble with so many people in this world is that they live in such a circumscribed sphere, not only physicially but mentally. It is very essential that we, in the days of our youth, begin to get a vision of life in its every phase.

While it is true our vision will probably be limited according to our experience and education, the essential element is the thinking habit—experience in this instance, among other things, being defined as to age, travel, and association, and education not only being confined to book knowledge but education in the broadest sense of the word; that is, knowledge gained in every direction as to world affairs, and everything which comes your way.

One of the greatest needs today is for people to get a vision of the possibilities of their own lives, and to realize the potential powers which they embody, and to do this, the element of thinking must play its part first. I believe one of the greatest drawbacks to the world today is that people are afraid to pay the price to do a little thinking.

We are proud to be living in this progressive age. Today we see science playing its part in a thousand and one ways, and the world fifty years ago would not have dreamed of the accomplishments of today. I would not discount this

great progress in the material world, but on the other hand I would give it a boost. However, in this forward step, one of the greatest moves which the young people of today could take leading toward progressive living, would be to set aside a few minutes each day and meditate over their life's work, taking stock, analyzing their accomplishments and planning their future goal.

A true story is told of a little instance that happened at a boys' school. The boys were excavating under one of the houses for the purpose of erecting a furnace. They were digging the dirt and shoveling it out of a two foot square window. In their digging they discovered a large rock which was several times larger than the window opening, and they knew it would not do to dynamite the rock and they could not peck it to pieces, so everybody was puzzled and disturbed as to how to remove the rock and to finish the job. A certain little boy who was always attending to his own business, off to himself meditating and thinking when other fellows would be out into some mischief having what they called a good time, came along and suggested that he knew how the rock could be removed. The boys did not believe that he could tell them, but in that they had gone to their ends' row they were willing to take anybody's suggestion and they eagerly asked this chap how it could be done. The little fellow suggested that they dig a large hole beside the rock, throw the dirt out of the

window, roll the rock into the hole and thereby bury it and get it out of the way. His suggestion was accepted and it solved the problem.

This is a fit example for us to follow. In other words, the practice of keeping a silent tongue and listening ear, coupled with real thinking, is a wonderful habit for us all, and when practiced judiciously, it will help solve our problems and spells success to all in a big fashion.

In getting our vision and taking this progressive step, we must be honest to the last detail. In a certain high school championship football game, the game was drawing to a close and one side was one touchdown ahead of the other. The ball was kicked and returned for a touchdown and thus tied the score. Some players on the opposite side claimed that the ball had been touched before the player picked it up and ran for the touchdown. Both referee and umpire did not see the ball touched, and therefore were going to count the score. One of the boys on the team that made the score, stepped forward and said that he touched the ball and they did not want six points that they were not entitled to. Now, it took courage for this boy to tell the truth and lose the six points which also meant the losing of the game, but this is the kind of boys and girls that the world is needing today

We need boys and girls of the heroic type, who are seeking a vision of life; those who have the courage to stand for the right regardless of

criticism, and those who, when weighed in the balance, will not be found wanting.

We must be loyal to our visions and many times to do so it takes courage for one to stand up for his conceptions and ideas, particularly in this day of change when one is so liable to be hailed as impractical and old-fashioned.

The world is yearning in its anxiety for proper development, for men who can think real thoughts and thoroughly disentangle the truth from the web of falsity and chance, who can test their thoughts and deeds in the acid bath of service and whose minds are open to inspiration and conviction from all sources and who will go forth cheerfully to battle for the things that need to be done, and gain the victory of life.

CHAPTER 4

SEEKING AN EDUCATION

In talking with our parents and grandparents we readily realize the limited opportunities which they faced in securing an education and preparing for life's duties. In spite of these handicaps and difficulties, many of our parents have striven to the top and left their marks on the pages of history.

It should be, and is in most cases, the ambition of all parents for their children to be bigger men and women than they themselves are, and that there shall not be left undone anything within their realm which goes to the uplift, growth and education of their children.

Regardless of which station in life you hail from, whether your family be rich or poor, educational advantages are yours to pursue and success is in sight if only you will do your part. In seeking an education all roads will not be flowery beds of ease, and many problems will have to be solved, and miles and miles of road will be roughened with cobblestones.

In reviewing my high school and college days, this book would not be complete if the history of a certain group of four boys were not related. These boys came from a family of splendid father and mother, but one with which poverty had had its sway. They were raised on a hilly farm locat-

ed in the backwoods of the remotest backwoods, thirty miles from a railroad. These boys were only privileged to attend school about six weeks of each year, but early in life they got a taste of books, sensed the future, and ambition stirred their souls.

Each of the four boys being over twenty-three years of age, the oldest in his thirties, finally reached high school. They rotated amongst themselves in going to high school, two of the boys attending school one year, their expenses being paid by the other two who worked on the farm. At the end of the first year the two boys that entered high school, secured a license to teach in the rural schools. They taught school during the next year, paying the expenses of the other two brothers who had worked the previous year, as they took their places at school. This process of rotating, teaching and going to school, continued throughout a period of seven or eight years, but the day finally dawned when all four of the boys received their high school diplomas.

While in high school these boys set their stakes for something higher and said that nothing short of a college degree would suit them. They taught school for two years after having finished high school, saving every dollar possible, and co-ordinating their plans to enter college. All at one time the four boys picked up and bought tickets to two college towns, three of them going to one place to study agriculture and the other going

to another university to study law. It happened that two of the boys were married and, incidentally, one of them had three children, and being versed considerably in home life and having had the experience in high school days of running a boarding house, these two married boys opened up boarding houses in the college town where they landed, and the third boy at this place lived with one of his brothers, and helped around the home in every way possible. They had all the boarders they could take care of, and thus defrayed their expenses through college and assisted their fourth brother through the other university.

The time swiftly passed by and each boy received his respective degree. Today one is a prominent lawyer, two are successful principals of agricultural vocational high schools and the fourth is a professor of agriculture in one of the leading colleges of the South.

I have told the incident of these four boys, because without a doubt, it is one of the most striking examples that has been evidenced in this generation, of poor boys seeking an education and "putting it over" in a successful manner.

The boy or girl today without an education is rapidly becoming a back number. This is a day of specialization, and unless you have fitted yourself for your particular calling, the chances are you will mope through this world, not only in a rut, but in the bottom of the rut. You cannot hope to compete with the fellow who has special

training, and it will only take time for you to find yourself watching the other fellow march to the top of life's successful ladder, while you are left behind in the trail of his dust.

We need in the business world today men who have had an education as broad as the land can give, and we must look to our colleges to produce this sort of men. There is one danger that boys right out of college fall into. They think they know it all. This is a natural thought, because their responsibilities have been peculiar only to college men, and they have not had the opportunities to rub up against the business world. In the face of this, the college, nevertheless, does give the broad, preliminary training and breadth of mind which is essential in every progressive business firm, and each concern, if properly managed, should establish its own post-graduate school of business administration for the new recruits just out of college.

Seeking an education should be our constant practice regardless of which avenue of life we are traveling, and we should always be endeavoring to educate ourselves upon all problems with which we may come in contact. A great many of our failures in life can easily be attributed to the one fact that men tackle problems without educating themselves on that particular proposition before they undertake to handle it. Before trying to solve any problem which is somewhat new or likely in another sphere from which you are fa-

miliar, you should make full investigations, not only on the first floor, but go down in the cellar and thoroughly educate yourself in its every ramification before taking steps in any direction.

One of the alarming conditions which prevails today, and in fact, nothing short of being deplorable, is the large number of boys and girls who, at an early age reaching high school, decide to quit going to school and get a job out in the world with the intention of never finishing their education.

I appreciate the fact that one of the dangerous periods of any boy's or girl's life is his or her teen age, and this being true, it is all the more important that the fathers and mothers cooperate with their children and the teachers. Too often parents are prone to forget their own youthful days and do not appreciate a young person's life, having lost sight of it altogether, and this, among other things, is the great reason why children at the teen age period break with their parents' views, ideas, and would-be rules. There must come a better understanding between parents and their children at this dangerous age if we ever expect to diminish the large per cent now being lost from high schools.

One of the greatest gifts that parents can give to their children is more of their own time in the way of association with them, being their pals and entering into their plays, joys and problems, giving of their full sympathy, guidance and advice, and if only this were done by every parent

throughout the world, there would be an astounding change for betterment in the rising generation.

The Bible tells us that knowledge and wisdom are better than gold. This being true, so may we remember that man never graduates from the college of life, and he who stands still in the way of seeking knowledge or further education, will soon decay mentally and retrograde materially.

We must use and exercise our minds or else they rust. To the college man or woman, may I admonish upon graduation that wherever you land and in the specific field of work which you are pursuing, that you be ambitious to be the leader in your profession?

While you have acquired a degree, just remember that upon graduation you are beginning or commencing your life's work, this being the reason we call the close of school Commencement.

Some professions require more study than others, but there is ample room for research work and continual study in every field of endeavor, and all college men, as well as every man, so far as that goes, should map out a plan of study in order that he may fit himself for life's duties in a bigger way, and give more to the world than he otherwise would be able to give.

Education does not necessarily mean the storing of so much knowledge in one's mind, re-

membering the minutest details, but in the big sense and in reality the educated man is one who knows how to put his hand on the material and to find what is wanted when problems are to be solved.

CHAPTER 5.

GUARD YOUR HABITS

One of the commonest assertions we hear men make is that such and such a person has formed a bad habit, so we have come to view this expressive word as meaning something bad and invariably associating it with unpleasant things. Habit is neither good nor bad in itself, as it can be either. There are infinitely more good habits than there are bad ones. This, perhaps, is the reason why bad habits in many instances are so outstanding or prominent.

The ideal standard of living will not permit bad habits, because they offend the moral sense of mankind, injure the bodily health and undermine the spiritual fibre of the individual. This is why all normal men and women, as a rule, frown upon, deplore and despise the practice thereof. People take particular note of good habits only when some favored person carries his enthusiasm for the good habit to a superlative degree or to the extreme in its application.

Granting that there are infinitely more good habits than there are bad ones, it is well that we always be on the guard. It is so easy for a person, particularly young people in their formative stage, when they are building character, to be led into the practice of evil habits; and unless that thought guard is present the bad habit, even though small to begin with, and probably semi-

innocent, will grow and is liable to lead on to something worse, and before one realizes it the structure which has been laid for the building of character, will have been torn asunder and the whole foundation shattered.

Everybody, the big, little, old and young, is subject to influence from his associates, and thus we see character to a great extent is moulded by association. This is a practice that so many people are unconscious of until some event in their life reaches a climax. It may be suffering, humility, shame, financial loss, and sometimes the loss of life. This covers a broad field and that is why it is all the more important that we guard our actions in choosing our associates.

We should take stock of our good and bad habits, and should remember that an individual's own point of view in differentiating between the good and bad may be wrong. It is possible that we have been practicing a certain habit which we consider within itself innocent and good, but when studied from every standpoint, our views may be changed and we are persuaded by our better judgment to reverse the habit altogether by cutting it out and substituting one which in the new understanding is really worth while and good.

Guarding our habits is a great habit itself, and may we ever realize and consider it as a most valuable asset, remembering that when practiced in a discerning way, it pays dividends in unlimited quantities.

CHAPTER 6

BELIEVE IN YOURSELF

As little as we think about it, that ingredient which we call self-confidence, faith in or believing in oneself, makes up a larger portion of all the successes in this world. Of the countless men and women who have failed, a large per cent of them were capable of doing great things, but they did not have faith and self-confidence. Success was theirs only for the asking, but the go-forward spirit and courage was missing.

In order to attain success a man must continue to think in terms of success for "As a man thinketh, so is he." Generally speaking, we all assent but do not act on this belief. Two-thirds of the battle will have been won to start with if we only believe in ourselves, when undertaking a job. I cannot conceive of the world having patience with a coward or weakling, and it is impossible for others to put confidence in a man's ability when he doubts himself.

The dictionary explains self-confidence as confidence in one's unaided powers, judgment, ability, etc. In other words, it is belief in oneself that he can produce results. There are ten thousands of men and women who are now lying in failure's grave, and though they had superior mental attainments for exceeding those who won success along their side, their downfall is marked

by lack of the essential and single qualification of self-confidence.

When a man insists that he can succeed and determines that he will succeed, there is nothing in the world that can stop him. There was once a fellow who at the age of 34 years, had made a considerable fortune and retired from business. The idea possessed him to lay a cable across the Atlantic Ocean and in spite of the advice of practically all the leading scientists that it could not be done, he staked his entire fortune on the venture. In the face of delays, accidents and reverses, which would have discouraged forty ordinary men, his faith in his idea and belief in himself kept him ever steadfast at his job. Ultimately, the day came when it seemed that success was at hand, and he was about to reap the harvest of his labors; then the cable broke in mid-ocean and the job had to be started all over again. No, he did not give up, and as a result of this unshakable faith of Cyrus W. Field, the world has been brought closer together by means of the cable.

Numerous examples could be given of men who did great things and won success just because they believed in themselves and knew their own power, and as a result removed mountains of difficulties.

There were probably thousands of ships that would have accompanied Christopher Columbus westward and their crews would have been proud to have braved the hardships and perils, if they

had only known beforehand what the results of the venture were to be. The difference between these "would-have-gones" and Christopher Columbus is that Columbus had self-confidence and was ready and willing to stake his all on his convictions.

This is so true of life today. We hear men remark that if they had known so-and-so beforehand that they would have undertaken certain jobs also, and too frequently is the statement made about men that have attained success, that they were lucky and that fortune just came their way, when in reality the whole back-ground of the situation was that self-confidence and faith played an important role, and men were willing to stake everything they had on the strength of their convictions in their endeavor to win success.

When the clouds are clear and everything is going along smoothly, every man is a potential success, but at the sight of a dark cloud above the horizon, amidst the flashes of lightning and crashings of thunder, the real test comes. The weakling or fellow who lacks self-reliance and faith invariably rushes to the shelter, but the man with courage and belief in himself stands fast and defies the very elements.

Our attitude is what counts. If we carry about with us a gloomy air of failure it will only take time to measure us in terms of failure. The world will not place a trust in the hands of a man who cannot trust himself. The very minute we

lose confidence in our own ability to achieve and accomplish results, other people will begin to have their doubts. If such feelings come over us we can dispel them by maintaining a brave front, ever keeping out eyes on the main line, and not allowing ourselves to be switched and diverted on to the sidetrack of mediocrity.

In order to prove our convictions and carry forth our ideas to a successful conclusion, we must have courage for without same a man loses his initiative and when initiative is lacking a man is powerless for leadership, and when a man is incapacitated for leadership, he is immediately demoted and is only able to do things in a perfunctory way.

Sell yourself on the task you have in hand and believe in yourself, and then show the world how it is done and it will only be a short while until you will be traveling in the ranks of success.

CHAPTER 7.

AMBITION IS NECESSARY

Of the many attributes which go to make up life, ambition may be numbered as one of the foundation stones. Before an undertaking is started, it is preeminently necessary that there be ambition behind the movement.

Ambition, so to speak, comes labeled in two forms; that is, just as we have in the engineering world two kinds of energy—potential, which consists of stored up energy, and kinetic, being of the moving or constructive type, so we have potential and kinetic ambition. Potential ambition; that is, ambition stored up, is alright, if turned loose at the proper time, and transformed into the kinetic type, but the great danger with potential ambition is that by laying dormant for a while it is liable to go to sleep and thus remain. However, sometimes it is necessary for a person to keep his ambition under cover, quiet and free from the taints of the world, until some obstacle is removed or problem is solved which will permit the turning loose of his ambition and converting it into kinetic form.

If you have an ambition which is hindered from being put into action by minor difficulties, by all means look into such problems with the object in view of removing them in order to clear the road which leads toward success for the main ambition.

There may be isolated cases wherein persons were too ambitious, but if you will trace these cases down, in a majority of them, you will find that their ambition was not properly centered. They tried to cover the earth and skim the sea, and did not concentrate their forces and educate themselves enough in any particular field, and hence their respective downfalls. A person cannot be too ambitious if he conducts himself within the bounds of reason and prepares himself for promotion from one ambitious step to the other on life's successful ladder along proper lines of endeavor.

So set your stakes high, but in aiming at your goal always keep in mind the preparation which is necessary to cope with promotion, and like a true scout, "Always be prepared," not only for emergency but in the gradual steps of evolution in your particular field of endeavor.

We all should have some standard in life which we hope to ultimately attain, and we should continually be bombarding this standard or fort with our ambition, and the powder and shell that are to be shot in this gun of ambition and which will demolish this fort and destroy all fortifications and carry us to our objective, are nothing more or less than education and preparation.

CHAPTER 8

BE ENTHUSIASTIC

Enthusiasm can well be called the dynamo which electrifies a person and drives the human motor towards the goal of success. It is enthusiasm that puts over big jobs. It is enthusiasm that produces great inventions, that tunnels rivers, spans mountain gaps, founds colleges, erects hospitals, constructs railroads and builds cities.

A man with an idea or an ideal is absolutely helpless when it comes to steering clear of the snags of ridicule and scorn and making a success, unless he possesses the dynamo of enthusiasm.

Be enthusiastic with all of your endeavors. If a proposition is worth your time and consideration, it is worth putting over in a successful manner, and success is not success until you have gone the limit by putting your all into it and above all, you must be enthusiastic.

People like to see a person who is enthusiastic with his work, and even though you may be connected with a proposition with which your friends and the world in general are not in sympathy, you can win a large number of them by first selling yourself on the proposition and then by endeavoring to sell them in an enthusiastic way.

We all may not be born with an enthusiastic disposition or inclination, but like other habits, it can be acquired, cultivated and improved.

Many good men and women are held down by pride and fear. They may have good ideas and then fail to succeed, simply because of the false pride, which they harbor, and the fear of what people would think and say of their actions. If only they would muster up some enthusiasm in connection with their plans and ideas, they could carry them to a successful conclusion.

You must throw yourself with an immense force of enthusiasm into your profession or work and make your life effective. If you are working for the other fellow, you must show your boss that you are enthusiastic about your work, not for the sake of show, but really be in earnest about the matter, always trying harder to accomplish more and better results. The reason one employee accomplishes more than another is not always because he necessarily has more ability, but the difference is in the effort and the character of the effort. We all will do well to remember that to add zeal and enthusiasm to our work not only increases the quality of our work but the quantity also.

Once I was boarding with a lady who never would admit a vacuum cleaner salesman into her home to demonstrate the qualities of his machine. She had always said that she did not want a vacuum cleaner and would not have one on her premises. One day a nicely dressed salesman appeared at the door and by clever talk received admittance for a demonstration of his vacuum

cleaner. By sheer enthusiasm, he swept all the objections put forth by the good lady and almost literally took the prospect off of her feet. In his demonstration and enthusiastic talk he pictured in a most glowing way the wonderful things that his cleaner would do. He showed the husband who approached during the demonstration, how well he could clean his suits, in fact, he almost had him believing that he could shave with it. Under the spell of this enthusiastic young salesman, this lady who vowed that she would never allow a vacuum cleaner in her home, actually considered it a privilege to have a chance to buy one, and before the salesman left the house her newly converted husband placed in his hand a check for fifty-five dollars.

Just as this vacuum cleaner salesman manifested enthusiasm over the ware which he was handling and put over the sale in a successful manner, so can men in all professions put forth enthusiasm which will measure greatly towards their success.

Enthusiasm is contagious. If you don't believe it, try your hand along this line and see if it doesn't have some effect upon your associates, and upon those with whom you come into contact. Also, look around and see from whom most of your inspiration comes. No, it doesn't come from the half-hearted lazy drudge sort of a fellow who possesses not an ounce of vim or enthusiasm. Neither is that the sort of fellow that you wish

to pattern after or set as a standard for life.

The business world, the material world, engineering world, and in fact, every type of employer regards enthusiasm among his employees as one of the greatest assets, and the lack of it is considered a very detrimental liability.

Enthusiasm and ambition go hand in hand, and after ambition has been aroused, it takes enthusiasm to help put it over, so may we awaken out of our lethargy and draw near and into the current of action, which is fed by the dynamo of enthusiasm.

Every man that has accomplished anything great or can measure his life by the yard stick of success, has plodded with the determination that knows no retreat, and has carried it to the heighth of enthusiasm that melts and fuses all obstacles along the way.

CHAPTER 9

RESPONSIBILITY MAKES A FELLOW

It is real pitiful to hear a person say that he cannot do this and he cannot do that as he does not want to assume any responsibility. A fellow who makes such an assertion is simply making and buying himself a permanent berth in the station where he then resides, and there is not the remotest chance for his ever approaching the first step on life's successful ladder, much less to ever climb to the top.

Every man who has made his mark in this world has been willing to shoulder his share of the responsibility in the various activities with which he has been connected.

In assuming responsibility the story is only half told. With the assumption goes, not the burden, but the privilege of carrying it to a successful conclusion. Some people are prone to consider the carrying out of responsibility a burden, but when considered in the proper light, it is really a privilege.

In putting over a responsibility which falls to our lot, many times we are ground in the mill of hard knocks which automatically is defined as experience, and as we profit by this experience, so will we be able to make a success of the job just ahead as we continue to plod.

Just "any old body" can make an excuse, as

excuses are the easiest things in the world to put forth,but it takes a real man to flinch not and to accept his responsibility and go forth to battle against life's problems with the object in view of conquering same.

Lincoln used to relate a little experience which he had as a boy that well illustrates the man who always has an excuse. He said one day when out in the woods with a boy chum a buffalo got after them and they both ran, and he being long-legged outran the other who was a little fellow and whose legs were not quite so long, and on coming to the first tree he swung to a limb and up in the tree he landed. The little fellow came running along behind with the buffalo right on his heels, and he could not reach a limb of the tree, but the tree happened to be hollow, so he ran inside. He did not stay inside, but ran out on the other side—the hollow tree having two openings, and the buffalo continued to chase him for dear life. Lincoln shouted to him and said, "You little idiot down on the ground, why don't you stay inside the tree," and the little fellow, scared half to death, said, "You big idiot up in the tree, there is a bear inside."

This thing we call excuse is nothing more than an imaginary bear inside, and bear images as excuses are entirely a too common practice with a large portion of people.

It is a happy delight to see a person who has the courage to assume responsibility, because

such a person is traveling in a definite direction towards a definite goal, even though he may have temporary reverses and there may be stumbling stones along his route, time will soon convert his mountains of difficulties into temples of success.

CHAPTER 10

FOUR TROUBLE CHASERS

The four greatest trouble chasers that a man can acquire, practice, develop, and possess are music, laughter, smiling, and cheerfulness.

Music

While we all may not be gifted with the talents of music, I believe every normal person with a little determination can develop along musical lines on some instrument if it is nothing more than a Jew's harp, and if this does not work, most assuredly everybody can whistle a tune. It is impossible to whistle a tune and have the "down and outs" or the "blues" at the same time, and to learn to play one or more instruments of music is a great asset, it keeps a person in good spirits and chases troubles away.

Only a few years ago the idea of having songs on the program at Chamber of Commerce meetings and other gatherings of business men, was never dreamed of, and I doubt not but if someone had suggested a few songs, he would have been called a fanatic. The thought of business men singing at their club meetings was never suggested, as the general opinion prevailed that they "could not carry a tune in a bucket."

The World War opened our eyes along this

line and gave a great impetus to singing in mass and today it is a common practice for business men at their daily luncheons and club meetings to sing several songs, and as a result the men seem to be brought closer together and a spirit of fellowship pervades the whole atmosphere; and after the meetings adjourn and the men return to their respective offices in the different professions, a radiance of happiness is showered all about.

Laughter

The best known men of today are not necessarily presidents, kings, statesmen or scientists, but they are the motion picture actors who bring laughter to millions of people. The laugh-creating genius and the eccentric personality of the motion picture actor bring forth a vivid and clear-cut description when their names are mentioned in every corner of the earth, while if the names of presidents, kings, statesmen or scientists are called, they are merely names in a stereotype form. This is not because the motion picture actor has contributed something wonderful to the knowledge of the world, but is because he has made people laugh, which is much greater from the view point of the average man or woman.

To some extent we all are like the king of olden days who used to keep a jester or clown in his court for the sole purpose of producing laughs and fun which would help sooth the troubles and

worries that rested too heavily upon his royal crown. In this day and time after attending a show and watching the clown and listening to his jokes and merrymaking, to a great extent it is a change and we return home, casting aside any gloomy disposition we might have had, feeling braced up, and with a determination to tackle our problems in a more vigorous way. A hearty laugh, a word of encouragement, a joke thrown in and our troubles vanish.

Smiling

Once there was a boy whose face muscles were injured in a railroad accident to the extent that he would never be able to smile again. He sued the railroad company and as a result the jury decided and returned a verdict that $20,000 was a fair valuation to place upon his smile. I suppose if this had been a girl it would have been a calamity sure enough, and the railroad company would have had to seek the bankrupt court rather than pay the price. Now, in reality $20,000 is a small sum in comparison to the handicap of not being able to smile. A person without a smile is like an automobile driving at night without a headlight.

It is human nature to be attracted by the things that make us feel better and the things that give us a certain amount of pleasure, and this is why the smiling person is so popular. A

sunny smile is the key that opens doors from trouble rooms and leads to the palaces of success.

Cheerfulness

It costs us nothing to be cheerful though it pays wonderful dividends in terms of success. in our conversation it consumes no extra time to be cheerful, so why not be cheerful and make friends. Cheerfulness is close kin to optimism. It attracts more people, sells more goods, and puts over more business, with absolutely no depreciation, ever maintaining a tendency of strengthening and building up all parties concerned.

Pessimism can well be put on a synonymous term with destroy. It has never accomplished anything, but on the other hand tends to tear down all that is good, best and right.

We all may not be as optimistic as the Irishman when jumping out of a twenty-seventh story building, was asked when he reached the thirteenth floor how he felt, and he said, "So far, so good," but we all can be cheerful and optimistic to a modest degree to say the least and brush trouble to one side as we march triumphantly on the way.

CHAPTER 11

LET YOUR CONSCIENCE CAST THE DECIDING VOTE

There never was a boy who stole peaches or watermelons but what was forewarned by a little "bird" who told him it was wrong. This inside warning was his conscience in action. It might have been a boy who was tempted to smoke or a girl to cheat on examination, but conscience held him back. Every individual has had some experience in life in which his conscience has certainly been on the job and told him to take a different road from the one he was traveling.

Conscience is easiest explained by calling forth some of our own individual experiences, but in the true definition it is an instrument through which God directs his people. God has endowed humanity with many faculties and it seems that the trait of conscience was implanted for the purpose of discriminating right from wrong, and similar to other instruments with which we have been so graciously endowed, God expects us to keep it in an acute stage and sensitive to every response.

In studying history we note that the men and women whose names are recorded behind glorious deeds, have always kept this faculty sensitive to its purpose, considering it a pilot along the way, ever willing to make any sacrifice

rather than to part with this impelling and guiding force.

By constant practice of ignoring one's conscience it will become seared and in time he, as an individual, will not be capable of discriminating between right and wrong, so easily had he given conscience the right-of-way in his life. We should always follow conscience regardless of the flattering offers and inducements from other sources and the world in general, and conscience should cast the deciding vote.

We note that heathen tribes set up a standard of living and even though it is grossly imperfect, to a great extent it guides them and prohibits many crimes that would otherwise be perpetrated.

Even though at times we may go counterwise to the direction which our consciences would lead us and probably get by for a few times, it is a very dangerous practice, and even though it is small within itself, it is nothing short of a setback and may be the beginning of our travel on the road to retrogression, so let us each keep his respective conscience sensitive, heed its command, thus permitting it to cast the deciding vote and ever keeping us aright.

CHAPTER 12

DEVELOP YOUR TALENTS

Every individual has been created with one or more talents; that is, natural gifts which if put to use and properly directed will enable him to produce results.

It is the duty of every father and mother to closely watch and study their children in early life with the object in view of discovering these natural gifts or talents, and thus help pave the way whereby these natural traits can grow and develop.

It is also the duty of every young person by the time he reaches high school to begin studying his own individual life, discovering what natural gifts or talents he possesses, and to begin to map out definite plans for an active and progressive life which leads toward success.

When this discovery has been made the next step is to determine the best methods to pursue in order to improve in the specific lines in which you are most gifted and interested. When you are convinced in which field of endeavor you are best suited, then you have discovered your talents, which lead to discovering your call in life. From the standpoint of making the best of your talents, improving your surroundings, helping your fellowmen and promoting your own personal inter-

ests, it is not only necessary to develop them but it is your duty.

We owe it to our parents, to our immediate family, and above all, to our Maker, to increase our talents and this can only come by application and education.

The story is told by a minister which well illustrates the putting to work and making the best of our talents. He said when he first began to preach, which was back in the pioneer days that at one of his churches the building had almost gone to rack, the window panes had been knocked out, the doors torn down, and the stove had fallen to pieces. The sheep, goats, and pigs would come and sleep not only under the church, but inside of the church. Members of his congregation would hitch their mules and horses to their buggies and wagons on the outside of the church, and as a result they would break loose and give trouble during the services. All of this presented a predicament which was not conducive to the best of worship.

This preacher said that one of his most faithful members who was a blacksmith, was always present at every meeting, sitting on the front seat. While this blacksmith could not sing and would not pray in public, he was a devout Christian and a faithful member, so the preacher struck on the idea of giving him something to do. He asked the faithful blacksmith if he would take it upon himself to fix the windows and doors of

the church, take the stove down to his shop and put it in good condition. The blacksmith gladly accepted the job, and he did not stop at this. He brought some old horse shoes from the shop and fixed hitching posts on the outside of the church which permitted the people to hitch their teams in an orderly way. After the blacksmith had been assigned to his job, it was only a few days until the window panes had been put in, the doors put into shape, the stove erected and there was no disturbance from the restless teams on the outside, and in fact, had everything going smoothly and the congregation enjoyed their worship in a cozy little church in a peaceful manner.

Now, this blacksmith took his talent as a mechanic and blacksmith and increased it twenty fold, yea probably more than a hundred fold. So it is with each one of us; we have talents of different kinds, and we should always be on the alert to grasp the opportunities and to make the best of these talents, increasing them many fold and doing a great service for the organization we may be connected with and a great service to our fellowmen.

It is a calamitous situation to see a young man or young lady who has finished college going into a certain city and community, securing a splendid position, but being a miser with his or her talents for leadership. Just in proportion that a person has prepared himself in the educational world, in the same proportion should he

give of his time, interests and talents for the furtherance, promotion and making a success of all worthy causes near his surroundings.

We hear a great deal about people being misers of their money, but I am convinced that humanity is more miser of its talents than of its money, and if there could be a little shaking and loosening up along this line whereby people as a whole would make proper use of their physical and mental talents, the money situation would take care of itself.

In order to reach the high standards of life, we must realize that the achievement of success is measured by opportunity, and to say a person has a talent is equivalent to saying he has an opportunity, so let us all determine what talents we have, and then put them to work.

CHAPTER 13

ASSOCIATION MOULDS CHARACTER

Every person with higher and nobler aspirations in life, and we all should have, is desirous of a strong character.

Quite frequently a man in winning his way in the world by the channel of hypocricy and camouflaging, apparently gaining an excellent reputation, but when boiled to the final analysis, and the real man is discovered, not having any character, a monstrous collapse takes place. Character is what the real man is—and not his reputation.

We all should be interested as to how character is formed, and though there are many angles to the formation of character, one of the greatest pressures upon the moulds which form character, is association. A child in the home by associating with his parents, does not only inherit certain characteristics, but will acquire them by constant association with the father and mother, and the influence brought to bear in early childhood crops out later in life when manhood is attained.

A good boy associated with a bad boy means ultimately that one of the boys will overcome the other with his good or bad habits, and the strongest one of the two will finally influence the other, thus, predominating and help mould his character.

It is just like making ice cream. The salt put on the ice produces a very low temperature, and thus absorbs the heat out of the milk and finally brings the milk to the same temperature as the ice. Just as this phenomenon takes place in making ice cream, the same process is true to life, and our influence, even though it may be small has its effect for good or bad on all with whom we come into contact, and in the same manner, we become a part of those with whom we come into contact. This being true, it is very important that we choose well our associates.

The acquiring of a strong character is a slow process. It must start in the days of our youth and gradually form as we grow older. Just as we succeed in withstanding the temptations and resisting the evil ways in small things when we are young, so will we become stronger and will be able to withstand the larger temptations as we progress along life's journey.

The associates we have and the decisions we make in childhood, after all, puts us into a position to make the proper decision on momentous questions in later life, and just as we choose our associates and decide these questions in early life, so in the same proportion will we possess a real character; the non-possession of which means ruin and destruction, and the possession of which surely means success in the broad sense.

CHAPTER 14

THE TRIPLE PROBLEMS

The three mightiest of problems which confront the youth of every land is the solving of his religion, profession and selecting his better half.

The parents can wield a wonderful influence in shaping and helping their children to find the right road along religious lines. Generally speaking, as father and mother are religious, so will their children be. In other words, as the Bible teaches that to raise and train a child right it will not depart from its training in later life, holds good also in this particular case. he percentage of people who join the church after they attain their manhood is very small, so it is doubly important that the boy or girl in early life give thought to his or her religion and make a definite decision for the cause of righteousness and to line up with some religious creed.

The second problem, which so many boys and girls, men and women fail to solve, is their profession or calling in life, and it is just for this reason that this book has been written.

The fathers and mothers can play a master stroke in behalf of the future material success of their children if only they themselves have the proper education and knowledge as to how it can be done. The child should be encouraged with his hobbies, talents and characteristics and every

advantage given for his proper development. The child must play his part of the game also by giving thought to his future life, and naturally this thought will not be as serious as the parents, and there may be air castles built miles high and wild dreams and imagination unheard of put forth. By all means this is fine, and the child should receive the deepest sympathy and "boosting" from the parents, and when these pet theories are properly pursued in the natural course of time they will become inculcated into their lives as men and women and though they may not be what anticipation had pictured them, it is a forward step toward success.

By the time young people reach high school they should begin studying and planning for their college career, and at their graduation from high school they should have their minds made up as to what specific line to pursue at college, thus, leading up to their definite profession in life.

The third problem in this triple alliance of mightiest of problems which a youth must face, is the selection of his better half or choosing a help-mate for life. To see the divorce records is enough to convince any "doubting Thomas" that there is "something rotten in Denmark" in this present generation when it comes to the marriage situation. The large number of divorces every year is nothing short of appalling, and we need more states like South Carolina where divorces are not permitted, and probably this would be a

safety valve for people to choose more wisely, using discretion, and sticking to their trades. The divorce condition nowadays while serious, is really a joke and the laws are too lenient along this line.

It should be the ambition of all normal young people at the proper time in life to get married, and finding the right one is no small undertaking. By saying the proper time I mean after one has attained manhood or womanhood and has a position which will justify such steps, and, if possible, a small nucleus in the bank. In a young people's social life, as they emerge into manhood and womanhood, too much thought cannot be given to the standards, qualifications and characteristics which you as an individual have in mind for a partner, and if chosen from this view point, there would be more successful marriages and happier families dominating the land.

I should like to impress upon boys and girls that there is only one standard of life and that you have no right to ask and to require of one another fundamental habits that you yourself cannot measure and live up to.

After years of study and serious thought on the subject I have compiled a set of standards, qualifications and characteristics which if seriously considered by young men and young women should assist them in a most effective way in solving this third of important problems which confronts every individual. This method is

called "Scientific Wife or Husband Choosing." I do not claim for it that it is perfect, however generally speaking, when followed by the average boy or girl, it will help lead him or her aright. Appreciating the fact that every individual has peculiarities all his own, it is your privilege and pleasure to alter this method to suit your own case.

The following points are graded on a basis of 100 per cent; the first ten points counting 5 per cent each and the last or No. 11 counting 50 per cent: (1) Age, (2) General appearance, (a) Presentation, (b) Form, (c) Weight, (d) Beauty, (3) Church, (4) Virtue, (5) Character, (6) Disposition, (7) Education, (8) Stock (a) Ancestors, (b) Present family, (9) Talents, (10) Likes and dislikes, (11) Love.

Love is a mysterious thing yet simple.

CHAPTER 15

RESOLUTIONS, MAXIMS OR MOTTOES

The ushering in of the New Year brings with it to so many people New Year Resolutions. This is a splendid practice and I would not discount New Year Resolutions one iota but instead give unto them strength.

I wish to encourage not only resolutions for the New Year, but to admonish all as individuals and as organizations to be on the alert taking stock, visualizing and planning to not better ourselves only, but our neighbors and that sphere of the world which we touch, and whenever a new thought for a better practice in the upbuilding of our lives crosses our minds, do not wait for the New Year to roll around to record it and to start practicing same, but begin at once.

If the word resolution sounds "too tame" the words maxim or motto may be used. When carried to the final analysis the word habit is what we are seeking, because after all, life consists of a bunch of habits.

If everybody, especially young people, during the formative period of their lives, would give ten minutes to serious thought and write down on paper at least one resolution, maxim or motto a week or fifty-two for the year, which he or she intends to practice and actually incorporate them into his or her life, we would see an astounding

change for the better in the individual, which means, also, the rising generation. Of course, some of these resolutions would be simple and probably would seem too insignificant for you to consider, but mind you, it is the little habits of life that produce character, so if you have any bad habits which you wish to shake off, write down on paper or in your notebook, that you intend to quit them and that you are quitting them, and if there are any new habits that you wish to take up in order to strengthen your life and character, write them down and begin the practice thereof immediately.

For an average sample I am giving a few resolutions which I recorded over a period of three years in connection with my own life, and in endeavoring to live up to them I have found it most helpful and strengthening and I pass them on to you for what they may be worth.

1st. Begin to Tithe, giving one-tenth of income to charity and worthy causes.

2nd. Never to idle one minute.

3rd. Whistle and sing some every day or produce some kind of music and life will be more pleasant, cheerful and bright.

4th. Use at least fifteen minutes each day in meditating, thinking, reviewing the past accomplishments and planning for the future.

5th. Give more thought and attention to physical well being. Retire at 11:00 P. M., and arise at 7:30 A. M. Take at least five minutes

of exercise upon arising, such as muscular movement and deep breathing. Subscribe for some physical culture magazine in order to keep interest aroused in good health and also to keep posted on the subject. Purchase some good book on health, etc., such as "Old Age" by Sandford Benford.

6th. To live a more devoted Christian life.

7th. Take stock every week, not only financial stock but physical (in regard to good health), mental and spiritual stock.

8th. Always carry a good magazine or book when on street cars and trains. Many wasted hours can be well utilized by starting this habit. Of course, do not neglect friends and acquaintances when they are met on the cars. Simply drop reading. Also it is a good policy many times to suspend reading in order to get acquainted with the strange party whom one may sit down by. There is nothing like making new acquaintances and friends and too, one can learn something new from any and everybody whom he meets.

9th. Don't wait for opportunities but make opportunities.

10th. Get a vision of life and set your stakes.

11th. Always be optimistic.

12th. Never have the blues.

13th. Be a 100 per cent self confident person of the reserved type.

14th. When a task has to be accomplished always use the word must.

15th. Do not let the word failure creep into your vocabulary.

16th. Be sure you are right, then stand your grounds.

17th. Continue on the alert to be of service to your fellowman.

18th. Be kind to everybody.

19th. Do not forget family ties.

20th. Give liberally to worthy causes.

21st. Always wear a smile.

22nd. Say good things about people and leave off the bad things.

23rd. Put into all conversation which will permit, a word of encouragement.

24th. Advise with young people in regard to determining their biggest asset and choosing their profession, etc., and particularly insist upon them finishing their education.

25th. Devote more time to prayer.

26th. Let us remember that this is the day of unparalleled opportunities and may our prayers be in keeping with the times.

27th. Cultivate unselfishness.

28th. Be democratic to the core with all people and on all occasions.

29th. Don't forget that in many instances, circumstances and occasions that a silent tongue and a listening ear is a real good habit to practice.

30th. "Where there is a will there is a way."

31st. To accomplish any task or any particular job, one must first learn his subject well, educating himself along that specific line, then putting his whole enthusiasm and will power behind it, success will soon crown his efforts.

32nd. The following are several big words and phrases which all young people would do well to incorporate into their lives: (a) Vision of life, (b) Ambition, (c) Education, (d) Determination, (e) Willpower, (f) Self Confidence, (g) Faith, (h) Unselfishness, (i) Optimism, (j) Prayerfulness.

33rd. We all look at the other fellow's profession, job, or position as being better and easier than our own. This is a delusion and false impression. No profession or job that is worth while is a "gravy train." Hard work, physically and mentally, is the road which must be traveled in order to attain success in any profession.

34th. Give special attention to your teeth, wash them three times daily. Have mouth examined twice each year by a dentist.

35th. Alabama's Convict Lease System must go. I long to see the day when our convict lease system, which is the highest form of slavery, shall be completely abolished. This relic of barbarism must pass into history and the quicker the better. It is my intention and purpose to fight this Twentieth Century slavery which our

dear old State is now practicing until it is scrapped and forever abolished.

36th. When we hear of the success of any man we only hear the bright side of the story. Generally speaking, every man that has made his mark in this world has had struggles in his day, many times his path was strewn with thorns and many times it led near the edge of the cliff. The fellow who withstands all these reverses, who comes again after his blocks have been knocked out from under him, who perseveres to the last ditch, who exerts an indomitable will power, who never loses faith and resorts often to prayer, is the fellow whom success is bound to crown.

37th. Never tell others about your accomplishments in an egotistical way.

38th. If you have any kind of a job which you want done without fail, give it to a busy man rather than to a man with plenty of leisure time.

39th. Married life in many respects means a sacrifice but it should be a pleasure.

40th. A corn-fed girl who is educated and cultured is hard to beat for a wife.

41st. The Bible tells us that knowledge and wisdom is better than gold. While I have been seeking knowledge and wisdom for several years I shall put forth renewed efforts to gain more as the years go by.

42nd. Someone has given the definition of a friend to be," One who knows all about you and

yet has confidence in you." Without a doubt friends are the most wonderful asset a person can have here on earth except his relationship to God.

43rd. A man who leaves off his religious training cannot possibly hope to attain his maximum greatness, to say nothing of his questionable future.

44th. Everyone should consider good books as their close friends. If people, particularly young folks, would read good books, not only novels and classics, but scientific books, just one half of the time they loaf, this country would see wonderful progress in the next generation that otherwise will be lacking.

45th. Do your job thoroughly regardless of how great or how small it may be.

46th. A boy or girl who is raised without knowing what the word obedience means is almost a hopeless case.

47th. Success in any line of endeavor is only success when we have put forth all of our efforts to reach the goal.

48th. Our greatness in this world is only limited by the stock we take in all good movements. We are just as big as the big part we take in various organizations.

49th. Anticipate the future and lay your plans accordingly, then you can cope with any emergency which may arise.

50th. Success is measured too frequently by

the dollar mark standard. Money is a splendid thing to make, provided it is used to uplift your fellowman, but the biggest success a person can make is unselfish service to humanity. Of course, money can be used in your unselfish service program.

51st. With facts in hand and proper concentration of the mind and communion with God, all problems can be solved.

52nd. Seek wisdom in unlimited quantities for of such a man cannot have too much. "Wisdom is the keynote to success."

53rd. Watch, or better still, play a game of some kind, attend a picture show or go hunting every week in order to get a diversion from business. Many a good man has ruined his health and fallen into a rut simply by sticking his nose, head, and all, deep down into business and forgetting that the biggest things in this world are not measured by the dollar mark.

54th. Man never graduates from the College of Life. An unlimited supply of knowledge can be gained from reading newspapers, magazines and books, and associating with your fellowmen.

55th. The achievement of success should be measured by the opportunity before us.

56th. The wonderful and unlimited resources of the South should be an inspiration to every boy and girl in Dixie to stay home and put his shoulder to development's wheel.

57th. One of the greatest needs of the

American home today is closer association of parents with their children. Every father should give not less than one hour of his time each day through the week to his son and from two to six hours on Sunday. If this habit were practiced today, we would see an amazing change in the rising generation of boys. By no means should the girls be neglected. I speak of boys because I deal with about one hundred every week and know their habits and ways best.

58th. If you desire friends you must first be friendly to others.

59th. Every generation brings forth new inventions which would seem impossible to the previous generation. To the average man it appears as if that man has almost reached his limit when it comes to inventing and discovering new ideas and mechanisms which are revolutionizing in their effect upon humanity and the world in general. This is not true, we are proud to say, because the field for invention is very large indeed today and after history's pages will have been written, there is no question but that the Twentieth Century's record will reflect credit upon those who lived in its generation.

60th. "Honesty and Service" is the best policy or motto that a man or a company can have whereby a strong foundation can be laid in the business world.

61st. Unless the occasion calls for it, avoid

extremes in any direction on all questions where a firm stand is to be taken.

62nd. The world is not growing worse today as some people would have you believe. The person who says that it is, fails to take into consideration that today we have many new methods and means whereby meanly inclined people may accomplish their deeds. The auto is a typical example of improved instruments which aid greatly those who are inclined to not respect the law.

63rd. Cigarettes are a detriment to the youth of our land and it is appalling to see so many boys tampering with them.

64th. Smoking is not conducive to good health; it requires time and is a useless expense, so always refrain from such a habit.

65th. There is nothing beneficial or helpful in coca-cola or dope so drink not thereof.

66th. Cities are just as great as its citizens are great.

67th. The greatest citizen that a city can have is that man or woman who has civic pride enough to be willing to sacrifice both time and money in building up his city.

68th. People should be educated to give time its true value. Many men fail every year in business projects simply because they do not use their time properly.

69th. Idleness is still one of the curses and sins of the ages, in fact, it is one of the greatest sins of today. The minds of the rising genera-

tion should be schooled in the idea, thought and habit of utilizing every minute in a beneficial way.

70th. We all should give most serious consideration in the planning of our every walk and step in life. Plan the future and write it out on paper.

71st. "Think and then think more."

72nd. Give our "gray matter" more opportunities to exercise by using it.

73rd. Think twice before giving discouraging advice to any party who is contemplating a new project unless the project is of a decidedly bad nature.

74th. It is not true that the field of operation in every profession and business is overworked. There is always room at the top for the boy or girl who is prepared, a real scout, one who is physically strong, mentally awake and morally straight.

75th. A libraryless home is one to be pitied.

76th. Service is the great dynamo which feeds "electricity" into our lives and contributes to the building of character.

77th. "Water still seeks its level." The boy or girl, man or woman who is prepared for the duties and responsibilities of this life is the one who will attain the greatest success.

78th. There is really only one standard in life. If a man has a right to practice bad habits his sister, wife or sweetheart should have the

same right. The facts are, neither man nor woman has a right to practice bad habits and a man should not ask of a woman more than he is willing to give her.

79th. Do not let trivial things go undone because the time-thought in which they occupy your mind could and should be used on problems of more importance.

80th. Do not discuss or argue with people on problems of no value.

81st. Study and learn what problems should be of interest and valuable for self improvement.

82nd. Have my business office on the eighth floor and thus save several hours each year in traveling up and down in elevators as compared to many of the higher floors.

83rd. Never wear shoes which lace all the way up as it requires too much time in lacing and unlacing. Always wear shoes that have hooks and thereby saving a few hours each year in putting shoes on and off.

84th. Always own and use the type of watch that has an open face so that no time will be wasted when looking at it. Several minutes are consumed each year by individuals who own and use watches with cases that have to be opened every time they look at them.

85th. At regular intervals of every few weeks take a survey of all interests and activities, with the object in view of cutting out all non-beneficial connections, thus economizing energy

and conserving it for more helpful purposes.

86th. The mind must be exercised or else it will become rusty.

87th. The world is yearning in its anxiety for proper development, for men who can think real thoughts and thoroughly disentangle the truth from the web of falsity and chance that is so prevalent in all walks of life.

88th. Have a definite program by keeping your general and partially specific life plans worked out twenty years in advance.

CHAPTER 16

TIME FOR ACTION

The world is demanding boys and girls and men and women with action. When assigned a task or duty accept it in a most hearty fashion and immediately be up and doing about your job with the determination to put it over in a successful manner.

In hunting big game in the mountains it is necessary to climb over rocks, snags and roughest of ground in order to reach the higher altitudes and get above the timber line, because it is there the big game is found. So, in order to bag the greatest game, successfully speaking, you must have initiative to act and push forward regardless of obstacles.

It is the hard knocks and the surmounting of stumbling stones in the various walks of life which really make a fellow. Every stumbling stone we encounter and overcome should be considered most highly a stepping stone to things greater and nobler in life. We should train our minds to be alert, thus judging the psychological moment in which to act in battling the resister or encroacher, and in our fight for success along any line, over any point or about any principle, we must take notes, so to speak, judge closely and remember the channels pursued in order to make

this experience a valuable asset and consider it a stepping stone.

Millions of people have lived and died without knowing their real strength, just plodding through this world as a bunch of potentialities when if they had exercised the slightest initiative and had produced a little action in connection with their positions, what marvelous results would have been accomplished and the world would have been advanced generations in its development.

Too many people are living on the joys of good wishes and of anticipation, when in fact they should be living on the fruitions of their present acts. Leave not undone for tomorrow what should be done today. The need of this day and generation is for men and women with action.

CHAPTER 17

WHITTLING THE PEGS

In the change of positions each year by the hundreds of thousands of people something is radically wrong and it is clearly evidenced that at least a large proportion of them have not found their calling in life. They are simply round pegs in square holes or square pegs in round holes.

If this change were made in a scientific and businesslike way it would not be so bad, but as it is these hundreds of thousands of people who change positions each year seem to have the nomadic spirit and not only change their positions this year but every year or two, and probably two or three times each year, and all of this is a loss in labor turnover and industrial efficiency, and last but not least the dissatisfied individual has not found his calling and continues to grope through this world in the dark.

In order to properly get individuals of a generation suited to their respective professions, there must necessarily be some whittling of the pegs and in this whittling the individual must play his part in working out his own professional salvation. He must take stock of his own life and if the discovery is made that he is not suited to his profession he is simply a round peg in a square hole or a square peg in a round hole, and the sooner he finds his real calling in life and

shapes himself to the new field of endeavor, the sooner he will be able to produce greater results, be more contented and reap the greatest benefits of life.

It may require an unusual amount of determination and will power to make a change in your life's work, and especially if you have been a round peg in a square hole or a square peg in a round hole for many years. In making this change, of course, common sense should be exercised to the extent that it may not be best to make a radical change all at one time, but gradually qualify along the line of your real talents and ability and when you are sure of your ground it is time for action, and there should be no danger of contracting the nomadic spirit.

The sharper the knife the better you can whittle the pegs, so the better the preparation in qualifying for the change, the more quickly you will make good.

CHAPTER 18

ALWAYS BUSY

The saying that an idle mind is the devil's workshop has held good down through the generations and will continue to hold good as long as time lasts. If only the idle minds of men today could be harnessed up for wholesome thoughts and constructive deeds, we would practically need no courts, judges, sheriffs, jails, or penitentiaries, and they would be forced to go out of business.

If humanity would only keep busy, never letting a valuable minute pass without the proper utilization of it in focusing thoughts on its business or producing new constructive thoughts, it would be hard to conceive of the marvelous changes for the better which would come forth as a result.

If you are employed by the other fellow you should familiarize yourself with every detail of your job looking after your employer's business and interest and if you catch up with a day's work ahead of time look forward and make plans for tomorrow, keeping busy all the while, and it will only be a short time until you will have unconsciously attracted your employer's attention and you will not have to be wondering and worrying why promotions do not come, because they will come automatically.

The fellow that is in business for himself, in

order to make the greatest success must always keep busy with his present work and making plans for the future. Success is simply bound to come to a person regardless of his line of work if he keeps busy utilizing his every minute in a constructive way.

The great trouble lies in the fact that most men do not appreciate time or give it its true value. Of the many wonderful blessings we all have at our command, time is one of the super-assets and in reality is given the least consideration by men.

By all means we should budget our time, allowing so much for the different and various activities which we may be interested in and connected with. The market for time in this world is one of the marvels of the day. When we buy an automobile for $3,000.00, we are not buying that much material, but mostly time. Probably the materials which are used in the construction of this automobile only cost $150.00 at its place of origin, but after it has been transported and reshaped and put through the various processes, the $150.00 worth of raw material plus $2,850.00 worth of time, makes one $3,000.00 automobile. Some of this time probably is valued at $1.50 per day and some of it perhaps $5.00 a minute. The greatest reward is given to time that is properly directed, producing results and rendering a friend-making service.

When we learn to keep busy and give time its

true and full value we are becoming educated very rapidly along successful lines and there will soon be an exhibition of a sure-enough touch-down over success' goal line.

CHAPTER 19.

TWENTIETH CENTURY OPPORTUNITIES

In reflecting along the line of Twentieth Century opportunities it is hard to realize and appreciate what a wonderfully blessed age we are living in and form a component part. In the lives of many of our oldest citizens of today there is an experience which young people know nothing about and when some of these conditions of fifty years ago are related they sound as a story of myth in comparison with the realities of today.

In the childhood days of many of our oldest citizens they knew not what matches were and had to keep the coals covered with ashes in order to kindle fires from day to day. If the coals happened to go out during the night, a neighbor's house had to be visited before a fire could be started next day.

It was only a short while ago that the candle was displaced by the little brass lamp with the round wick, and when the oil lamp with chimneys were brought forth they were indeed a curiosity, but to cap it all the electric light, the wonder of the age, came forth to bless its day and the following generations.

Among the many inventions and wonderful improvements that could be mentioned that were ushered in during the latter part of the Nineteenth Century and the early part of the Twen-

tieth Century are the telephone, phonograph, wireless telegraph, automobile and radio phone, which we, the people of today, are sharing the blessings and benefits.

Every generation has brought forth new inventions which seem impossible to the previous generation and to the average man it appears that the zenith has been reached when it comes to inventing and discovering new ideas and mechanisms which are revolutionizing in their effect upon humanity and the world in general. This is a fallacy because the field for invention today is unlimited and after the Twentieth Century record has been written we may rest assured that it will reflect credit upon those who lived in its generation.

Inventions and added improvements necessarily carry along with them special and most glowing opportunities and the boy or girl who will not take advantage of these opportunities will never attain the heighth of his or her possibilities. Inventions do not have to be confined to machinery, mechanism, etc., they can be applied to every walk of life.

Humanity is born with a certain ingredient known as a roving disposition and we are prone to seek new territory for our fortunes, when in reality the opportunity is lying at our doorsteps if only we would catch a vision for development.

The greatest thing the world needs today is education. We need trained doctors to eradicate

diseases and thus increase the average life of humanity; scientific agriculturists to get the proper yields from our soil; trained engineers to tunnel mountains, erect bridges, construct buildings and build railroads, efficient business men to properly coordinate industry and business in general. When the boys and girls of today are properly trained in these various pursuits of life, standards of life will have been elevated many degrees higher and the world blessed many fold.

We see about us today and particularly in this fair Southland abundance of propositions, chances and opportunities for young people to start at rock-bottom, putting themselves with all their might and interest into the various games of life and grow up stalwart and gigantic business men and women. Of course, there are opportunities in every state and section in the United States, but from the standpoint of unlimited opportunities for development the world over, the Southland is the most abundant. While we are progressing nicely and rapidly with developments in the South in reality the surface has not been scratched. Our water powers are unlimited, our forests abundant, our natural resources almost inexhaustible, and our soil produces bountifully, growing practically everything known to mankind. As we progress along educational lines, the Southland will bloom forth with prosperity in such a wonderful fashion that the mind of man dare not dream or conceive.

From every angle and standpoint the Twentieth Century opportunities are the greatest yet ever known to man, and we should indeed feel proud of living in this Century and may we all put our shoulders to development's wheel and help push the world on to added progress.

CHAPTER 20

NERVE AND A SHINGLE

Nerve in this instance is interpreted as being composed of among other things: Vision, Self-Confidence, Ambition, Enthusiasm, and Responsibility. A person must imbibe all of these assets if the greatest success is to be attained.

All young people should be willing to serve their apprenticeship so to speak, that is, start at the bottom in their respective professions with the object in view of promotions. If after having applied yourself promotions do not come at your particular station, it is time for you to take a survey of the situation and find wherein the trouble lies. If the trouble is not within yourself and if it cannot be remedied, the proper step then to be taken is to muster up your nerve and hang out your shingle, or, in other words, break off from salary shackles and establish a business of your own.

To the college graduate may I bespeak to you the admonition to be willing to start at a meager salary when just out of school, but apply yourself most thoroughly and it will be only a question of time until promotions will come. You must guard against getting into a rut with some concern, losing all your initiative and remaining as a cog in the wheel.

If you do not desire to hang out your shin-

gle, getting into business of your own, you should strive to reach the highest position possible with the concern for whom you may be working. You may allow yourself to be contented for a while but never be satisfied with your present station in life, but always look to the future with an eye singled to giving service and you will be abundantly rewarded by promotion.

I do not agree with some of the supposedly great business men of the day who advise against young men getting into business of their own, but on the other hand, I would encourage it most heartily. I wish to qualify my encouragement with the advice to all parties who are contemplating a business of their own, to be positive that they are getting into a line of business which is dearest to their hearts, and that they are most talented in and will love best, then educate and apply yourself in that particular field and the day will never come when you will have regretted of having taken your nerve and hung out your shingle.

CHAPTER 21.

STATESMANSHIP AS A CALLING

God endows man with talents for statesmanship and powers of this kind as well as the other professions. Shame on the man who assumes that as soon as a person gets into politics he becomes hopelessly demoralized. While it is true some men apparently become demoralized as soon as they get into politics, the truth of the matter is they were already demoralized and by virtue of their position in politics the opportunity was afforded them whereby they showed their true colors.

Clean politics goes hand in hand with clean church life and a man can serve there as truly as the man ministering at the altar. Our Creator is as much interested in who makes and administers the laws as he is in who carries forth other professions affecting the various ramifications of life.

The world needs more young people who believe that God may have fitted them by nature for Public Service and who are willing to commit their way unto Him, letting Him direct them into this specific line of work and thus serve the Lord there as greatly as on the Mission field.

Whenever we have more clean men and women entering politics and statesmanship, we may expect politics to be cleaner, fewer cases of demoralization and a greater Government.

CHAPTER 22.

BENEFITS OF HOBNOBBING.

In order to make a success it is necessary to give one's profession proper attention, but it is quite a mistake for a man to stay on the job, being continually buried, head, nose and all in business, never hobnobbing with his fellowman or taking a vacation.

From day to day and week to week, we should mix and mingle or hobnob to a moderate degree with our fellowman, exchanging ideas and partaking of the splendid social and fraternal spirit which is generally created by such a practice. Some professions naturally require a larger acquaintance than others, in order to attain the greatest success, but regardless of profession, a large acquaintance is helpful and beneficial.

The luncheon club idea among business men is a wonderful boost for the individual. By assembling one hour a week for luncheon, men come in contact with each other, representing scores of professions and classifications, and thus make many points of contact, which, from a business standpoint, is a big asset. The larger benefits however are measured in a social, fraternal and educational way, all of which give him renewed energy to return to his office full of ambition, enthusiasm and a happier man.

It is very distasteful to see a man who is

"stuck" on himself, always exuberating a cold and selfish atmosphere, thinking that he is too good to get down on the level with his fellowman. We should learn that we are not living for ourselves alone, but for others and we should keep in mind the thought of doing a good deed or as the Scouts call it a "Good Turn" each day.

We should banish from our minds all petty jealousies and selfish thoughts, and cultivate the habit of mixing and mingling with people, always being friendly, saying a kind word, ever on the alert with the object in view of doing service to our fellowman, and thus shape ourselves into being democratic to the core, a thing that is needed greatly in this day and generation.

We hear a great deal today about the boy problem when in reality and in fact there is no boy problem; it is a man's problem. In other words, one of the greatest needs of the young life of America today is for more older people to become their pals and to hobnob with them.

Every community, town and city is in need of more leaders among the young people as well as old, so put on your hobnobbing clothes and volunteer into the work, whether it be as a Scoutmaster, Sunday School teacher, singing in the choir, athletics, Y. M. C. A. work, or "what-not." It will be a constructive move on your part in behalf of helping your community; but above all, you will

be helping shape the destiny of the rising generation, and at the same time you will profit by staying younger in spirit and enjoying life to the fullest extent.

CHAPTER 23.

BLAZING THE WAY.

The germ of divine discontent has done more for blazing the way in exploring new countries and developing new and unheard-of, yet progressive and uplifting processes in every field of endeavor, than anything ever discovered by man.

In scanning the pages of history, we note that men who are considered geniuses and leaders of their professions, once became possessed with the germ of divine discontent, were not satisfied, and thus forged themselves forward and deservingly recorded themselves in the front ranks, because they had a vision, applied themselves and served their fellowman.

If you are not satisfied in your present walk of life, if you are cherishing some discontent in your heart and mind, I would advise that you study your situation, educating yourself thoroughly, and use every means possible to guide the impulse which is striving to put you on a higher plane of life. By throwing your whole life into this fight, there is nothing in the world that can hold you back and prevent you from accomplishing the desired results.

CHAPTER 24.

SHOULDERS TOGETHER.

So often we see individuals, groups, factions and cities, who are striving to accomplish some particular feat, but continue to meet reverses. By further analysis it is clearly discerned that there is no team work or shoulders together, and as long as this disorganized method is pursued they can never hope to attain success.

We, as individuals and groups, must learn the lesson of cooperation—putting our shoulders together in an organized way, and then things are bound to move.

Since the great World War, there is prevalent in America as well as in the whole civilized world, a spirit on the part of the minority to rebel and to rule or ruin. The thing that is needed greatly and which would help various organizations and assist in stabilizing the governments of the world, is for the minority to learn to abide by the majority rule and to drink of the spirit of cooperation or act shoulders together on all the vital problems which go to build up mankind.

CHAPTER 25.

CONSTRUCTIVE CRITICISM.

During the past few years there has been running rampant throughout the land on the part of certain individuals and groups, a system of destructive criticism on practically everything that is good and best in church and state affairs.

It is one of the easiest things in the world to criticise, and just anybody in the world can offer criticism, but it takes a real man to offer constructive criticism..... that is, criticism with a constructive remedy. Of course, we all believe in constructive and wholesome criticism on everything which man has a part in making and maintaining, since man has never progressed to that stage of infallibility.

What this set of professional critics need to do is to study their problems and grounds more thoroughly and in offering their criticisms, always offer constructive remedies and when this is practiced, there will be less confusion, and we may expect our various machines to function better in the interest of humanity and the world in general.

CHAPTER 26.

CHOOSING A NAME.

Choosing a name is a very important step regardless of whether it involves individuals, companies, and partnerships, trade-marks, slogans, organizations, books, plays and stories.

Individuals.

As individuals we are not responsible for our own names regardless of how cumbersome, long, burdensome, or outlandish. Parents do not give enough thought to the naming of their children, and hence a child is loaded down with a heavy, long drawn-out name, which in many instances is quite a handicap all through life.

How can a man expect his boy to have smooth sailing when he over-loads him with a name such as George Washington Conway Eberhart Waits, or his girl Sally Anne Jackson Waits. It is all foolishness to name children in such a way, and by no means should there be more than two names added to the surname.

From the standpoint of being an asset, a real short one-horse name is probably the best, like "Fred Reid. " If you have not been giving much thought to the naming of your children, remember that you are not the only party to be satisfied in this proposition by just simply giving your child a pleasing fancy family name, but appreciate the

fact that the child when it becomes grown must battle against the competitive world with his name, and much depends upon the right kind of given name, and so often it develops into one of the greatest handicaps or greatest assets.

From a non-mechanical standpoint we see so often people who have inherited a good name or in other words their parents and family had not only a good reputation, but real character. In this connection, many men are prone to not live up to their inheritance, and thus abuse the good name of their family, a thing which is very distasteful and deplorable. We should remember the Bible which says that, "A good name is better to be chosen than great riches," and if this particular creed were lived up to, we would not see men tampering, trading and trafficing with their good names and characters.

Partnership and Companies.

In forming partnerships and organizing companies the name is a very important item, and the real and future success depends so often upon the proper kind of a name for the company in question. It is found to be very successful with many people to include their individual names into part of the company's make-up, and thus lending prestige all the more by their personalities. In selecting a company's name, of course, it is left to the discretion of parties concerned, but to include your individual name as part of the make-up, you will find it to have many beneficial by-products.

Trade-Marks.

In choosing trade-marks much discretion should be used along brevity lines and to make sure that it conveys definite meanings. It is remarkable how some trade-marks have been fostered and the values they have attained over limited periods. For instance, it is claimed that the Royal Baking Powder Company considers its trade-mark worth approximately $2,000,000.00 a letter, and there are other trade-marks such as Kodak, Uneeda Biscuit, Ivory, and Coca-Cola, which have a value up into the millions. Thru constant advertising, these trade-marks have been indelibly stamped upon the minds of the people and to displace them would require competition of great magnitude and energy. A trade-mark is simply a symbol for good-will. It stands for reputation and is the link that connects the consumer with the manufacturer, preserving all the while the identity of the merchandise.

Slogans

In recent years and particularly since the World War, one of the interesting developments in the marketing of practically all lines of merchandise is the slogan idea used in connection with advertisements. While some of these slogans are incorporated in the trade-mark of the goods referred to and have been used for many years, others are independent of the actual brand or trademark, and sometimes used in conjunction with it.

These slogans have proven to be very helpful and beneficial indeed, and when properly conceived and put over either as a trade-mark or independent, you will find it to be quite an asset to your business.

Organizations.

In selecting a name for an organization, much depends upon the type and character of the organization or fraternity, lodge, etc. Usually the specific type of organization is embraced in the name, but care should be taken to not have such a long name, making it cumbersome as with some individual names.

Books, Plays and Stories.

In connection with choosing a name for books, plays and stories, judgment along short lines should be used; in other words, the names must be short and to the point, always conveying a real thought. As the headings of newspaper stories tell the whole story in two lines, so should the name of a book, play of story open up the field to the public to the extent of conveying a partial idea of the theme and creating a desire and interest to seek further and delve into the real story under cover.

CHAPTER 27

JUMPING THE HURDLES

We must not over estimate difficulties because, to a resourceful person, difficulties are simply hurdles. As the athlete trains on the gridiron and racetrack from day to day, so will he be able to put up a strong fight in the game and be able to jump scores of high hurdles. In the same light as we train for our job and profession fitting ourselves and becoming more capable, so will we be able to surmount difficulties, jumping the hurdles of life and gaining the added glory.

So often we are prone to look at the other fellow's profession, job or position, as being better and easier than our own. This is a delusion and false impression. No profession or job that is worth while is a "gravy train." Hard work physically and mentally, is the road that must be traveled to attain success in any profession.

When we hear of the success of any man, regardless of vocation, we only hear the bright side of the story. Generally speaking, every man that has made his mark in this world, has had struggles in his day. Many times his path has been strewn with thorns and many times it led near the edge of the cliff.

The fellow who withstands these reverses,

who comes again after his blocks have been knocked out, who perseveres to the last ditch, who exerts an indomitable will power, who never loses faith and resorts often to prayer, is the fellow who always jumps the highest hurdles of success.

CHAPTER 28.

PLAN YOUR LIFE.

The reason we have so many business failures every year is that men have not a true hold on their business. They have no definite plans and know nothing of their exact status from day to day and week to week, but endeavor to do business on a hit or miss basis.

The same thing holds true with the individual life. A person who never gives thought to his future well being, not planning any activities of his life's work, may never hope to be classed as a success.

In the days of our youth we must begin studying our whole make-up with the object in view of choosing a career, planning our life work in a constructive and definite way. We should set a goal from year to year with an ultimate end to be reached, writing out our plans in a notebook to be kept, if desired, in a private desk or trunk. You do not necessarily have to tell everybody about your plans and ambition, but it is good to converse with friends or those who have had much experience along the lines in which you are mostly interested, thus gaining many helpful suggestions and much valuable information which will be of incalculable assistance in solving your problems.

Now, if you are living this haphazard apparently happy-go-lucky, free life, turn over a new leaf; work out your specific plans, keeping your life's ambition recorded for at least twenty years in advance, and you may rest assured that you will be able to cope with larger problems, accomplishing more and make a greater success of life.

Deacidified using the Bookkeeper process.
Neutralizing agent: Magnesium Oxide
Treatment Date: Dec. 2004

PreservationTechnologies
A WORLD LEADER IN PAPER PRESERVATION
111 Thomson Park Drive
Cranberry Township, PA 16066
(724) 779-2111

LIBRARY OF CONGRESS
0 013 611 654 A